

7791-0123-25 CONT

# 5  
Re B

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF:  
LARRY J. DAY, ET AL.

: GROUP: 2761 (ANTICIPATED)

SERIAL NO: NEW APPLICATION

: EXAMINER: POINVIL, F. (ANTICIPATED)

FILED: HERewith

FOR: TARGETED MARKETING AND PURCHASE  
BEHAVIOR MONITORING SYSTEM

PRELIMINARY AMENDMENT

ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, D.C. 20231

SIR:

Please cancel claims 1 - ~~121~~<sup>101</sup>.

Please add the following new claims.

008T2014ET6T960  
L.1126 102  
102. A computer implemented method comprising the steps of:  
transmitting a customer's customer identification from a kiosk to a computer, said  
computer in communication with at least one database (1) containing incentive offer criteria  
associated with an identification of a product and (2) containing customer shopping habit data  
associated with said customer identification;

B<sup>1</sup>  
determining incentive offer criteria satisfied by said customer's customer shopping  
habit data;

communicating to said kiosk an incentive offer for said product associated with said  
incentive offer criteria satisfied by said customer's customer shopping habit data;

inputting at a POS terminal of a retail store a customer identification in association  
with an identification of an item of a product being purchased by said customer; and